

Planning for Success

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|-----------|--|
| Project | |
| Date | |
| Your name | |

| | |
|----------|--|
| 1 | What is the purpose of your publication? ___ Inform ___ Motivate ___ Persuade? |
| 2 | Who are your readers? ___ Young ___ old <i>Older readers will appreciate a larger type size.</i> |
| 3 | How motivated are your readers? ___ Interested ___ Indifferent ___ Opposed |
| 4 | What action do you want your readers to take? <i>Describe</i> <i>How much of a "selling job" do you have to do?</i> |
| 5 | Are there any production or printing limitations? <i>Consider the resolution of your output device (desktop ink-jet or laser printer versus commercial printer) and the paper your publication will be printed on.</i> |
| 6 | Where will readers encounter your publication? <i>Does your message have to compete with other print communications?</i> |

From:

Parker, Roger C. "Planning for Success." One-Minute Designer: Section 1, Page 3

Web PR – Level 1